

Old #	Standard	ACADEMIC		
		AA		SPEAKING AND LISTENING
AB003	Explain the nature of effective verbal/nonverbal communication	AA	1	Utilize effective verbal and non-verbal communication skills
EA001	Apply effective listening skills			
AB005	Make oral presentations in a business setting	AA	2	Participate in conversation, discussion, and group presentations
		AA	3	Communicate and follow directions/procedures
OA003	Give customer appropriate greeting	AA	4	Communicate effectively with customers and co-workers
EA002	Address people properly			
OC001	Listen and ask open-ended questions			
		AB		READING AND WRITING
		AB	1	Locate and interpret written information
		AB	2	Read and interpret workplace documents
		AB	3	Identify relevant details, facts, and specifications
		AB	4	Record information accurately and completely
AB002	Use proper grammar and vocabulary in oral and written communication	AB	5	Demonstrate competence in organizing, writing, and editing using correct vocabulary, spelling, grammar, punctuation
AB009	Write inquiries (e.g., business letters, memos)			
		AB	6	Demonstrate the ability to write clearly and concisely using industry specific terminology
		AC		CRITICAL THINKING AND PROBLEM SOLVING
EA012	Demonstrate critical thinking and problem-solving skills	AC	1	Utilize critical-thinking skills to determine best options/outcomes (e.g., analyze reliable/unreliable sources of information, use previous experiences, implement crisis management, develop contingency planning)
		AC	2	Utilize innovation and problem-solving skills to arrive at the best solution for current situation
EB017	Demonstrate appropriate decision-making skills	AC	3	Implement effective decision-making skills
		AD		MATHEMATICS
AE001	Utilize mathematic skills to solve business calculations (e.g., mark-up, markdown, discounts)	AD	1	Perform basic and higher level math operations (e.g., addition, subtraction, multiplication, division, decimals, fractions, units of conversion, averaging, percentage, proportion, ratios)
AE002	Demonstrate math skills used in sales transaction (e.g., sales tax, extensions, exchanges)			
		AD	2	Solve problems using measurement skills (e.g., distance, weight, area, volume)
		AD	3	Make reasonable estimates
		AD	4	Use tables, graphs, diagrams, and charts to obtain or convey information

		AE		FINANCIAL LITERACY
		AE	1	Locate, evaluate, and apply personal financial information
		AE	2	Identify the components of a budget and how one is created
		AE	3	Set personal financial goals and develop a plan for achieving them
		AE	4	Use financial services effectively
		AE	5	Demonstrate ability to meet financial obligations
		AF		INTERNET USE AND SECURITY
		AF	1	Recognize the potential risks associated with Internet use
		AF	2	Identify and apply Internet security practices (e.g., password security, login, logout, log off, lock computer)
AA005	Demonstrate the use of the Internet as a research tool	AF	3	Practice safe, legal, and responsible use of technology in the workplace
		AG		INFORMATION TECHNOLOGY
AA001	Demonstrate word-processing skills	AG	1	Use technology appropriately to enhance professional presentations
AA002	Demonstrate presentation software skills			
AA003	Demonstrate database skills			
AA004	Demonstrate spreadsheet skills			
		AG	2	Demonstrate effective and appropriate use of social media
		AG	3	Identify ways social media can be used as marketing, advertising, and data gathering tools
		AH		TELECOMMUNICATIONS
		AH	1	Select and use appropriate devices, services, and applications to complete workplace tasks
AB012	Use communications technologies (e.g., e-mail, faxes, voice mail, cell phones)	AH	2	Demonstrate appropriate etiquette when using e-communications (e.g., cell phone, e-mail, personal digital assistants, online meetings, conference calls)
		EMPLOYABILITY		
		EA		POSITIVE WORK ETHIC
EB004	Demonstrate interest and enthusiasm	EA	1	Demonstrate enthusiasm and confidence about work and learning new tasks
EB014	Explain the concept of self-esteem			
EB008	Demonstrate individual work habits (e.g., respect, confidentiality, punctuality)	EA	2	Demonstrate consistent and punctual attendance
EA011	Use appropriate assertiveness	EA	3	Demonstrate initiative in assuming tasks
EB010	Demonstrate initiative regarding job responsibilities			
OL002	Attend store meetings and major events	EA	4	Exhibit dependability in the workplace
EA003	Follow directions	EA	5	Take and provide direction in the workplace
EB005	Demonstrate responsible behavior	EA	6	Accept responsibility for personal decisions and actions
		EB		INTEGRITY
EB009	Follow workplace policy/guidelines	EB	1	Abide by workplace policies and procedures

EB006	Demonstrate honesty and integrity	EB	2	Demonstrate honesty and reliability
		EB	3	Demonstrate ethical characteristics and behaviors
EA004	Respect the privacy of others	EB	4	Maintain confidentiality and integrity of sensitive company information
EB008	Demonstrate individual work habits (e.g., respect, confidentiality, punctuality)			
		EB	5	Demonstrate loyalty to the company
		EC		SELF-REPRESENTATION
EB002	Demonstrate appropriate workplace appearance	EC	1	Demonstrate appropriate dress and hygiene in the workplace
		EC	2	Use language and manners suitable for the workplace
EA010	Show empathy for other	EC	3	Demonstrate polite and respectful behavior toward others
EB003	Demonstrate a positive attitude			
EA005	Demonstrate responsible behavior	EC	4	Demonstrate personal accountability in the workplace
EB011	Demonstrate self-control			
		EC	5	Demonstrate pride in work
		ED		TIME, TASK, AND RESOURCE MANAGEMENT
OL005	Work out schedule conflicts with co-workers	ED	1	Plan and follow a work schedule
		ED	2	Work with minimal supervision
		ED	3	Work within budgetary constraints
EB019	Describe appropriate time management techniques and their application in the workplace	ED	4	Demonstrate ability to stay on task to produce high quality deliverables on time
		EE		DIVERSITY AWARENESS
EA007	Develop cultural sensitivity	EE	1	Recognize diversity, discrimination, harassment, and equity
EA006	Treat others fairly at work	EE	2	Work well with all customers and co-workers
EA008	Foster positive working relationships			
		EE	3	Explain the benefits of diversity within the workplace
		EE	4	Explain the importance of respect for feelings, values, and beliefs of others
		EE	5	Identify strategies to bridge cultural/generational differences and use differing perspectives to increase overall quality of work
EB007	Identify techniques for eliminating biases and stereotypes	EE	6	Illustrate techniques for eliminating gender bias and stereotyping in the workplace
		EE	7	Identify ways tasks can be structured to accommodate the diverse needs of workers
		EE	8	Recognize the challenges and advantages of a global workforce
		EF		TEAMWORK
		EF	1	Recognize the characteristics of a team environment and conventional workplace

EA009	Implement team working techniques to accomplish goals	EF	2	Contribute to the success of the team
		EF	3	Demonstrate effective team skills and evaluate their importance in the workplace (e.g., setting goals, listening, following directions, questioning, dividing work)
		EG		CREATIVITY AND RESOURCEFULNESS
EB012	Demonstrate appropriate creativity	EG	1	Contribute new ideas
OL001	Share ideas and information about selling, marketing, products, customers, feedback and loss control			
		EG	2	Stimulate ideas by posing questions
		EG	3	Value varying ideas and opinions
		EG	4	Locate and verify information
		EH		CONFLICT RESOLUTION
		EH	1	Identify conflict resolution skills to enhance productivity and improve workplace relationships
		EH	2	Implement conflict resolution strategies and problem-solving skills
		EH	3	Explain the use of documentation and it's role as a component of conflict resolution
		EI		CUSTOMER/CLIENT SERVICE
OB005	Handle customer complaints	EI	1	Recognize the importance of and demonstrate how to properly acknowledge customers/clients
OA003	Give customer appropriate greeting			
OA001	Determine customer needs by listening and asking questions	EI	2	Identify and address needs of customers/clients
OB002	Respond to personal needs of customers			
OB007	Obtain and maintain customer information			
OB008	Identify customer follow-up techniques			
OB001	Follow through on commitments made to customers			
OB010	Explain the purpose of special orders			
OA004	Direct customer to additional services such as special orders, online services, and customer service centers			
OA005	Refer customer to another department/store			
OD001	Provide quality customer service	EI	3	Provide helpful, courteous, and knowledgeable service
OA002	Make shopping experience enjoyable for customer			
		EI	4	Identify appropriate channels of communication with customers/clients (e.g., phone call, face-to-face, e-mail, website)
		EI	5	Identify techniques to seek and use customer/client feedback to improve company services

		EI	6	Recognize the relationship between customer/client satisfaction and company success
		EJ		ORGANIZATIONS, SYSTEMS, AND CLIMATES
		EJ	1	Define profit and evaluate the cost of conducting business
		EJ	2	Identify "big picture" issues in conducting business
		EJ	3	Identify role in fulfilling the mission of the workplace
EB021	Identify the rights of workers (e.g., child labor laws, equal opportunity law)	EJ	4	Identify the rights of workers (e.g., adult and child labor laws and other equal employment opportunity laws)
OI002	Relay feedback from customers on the effectiveness of displays	EJ	5	Recognize the chain of command, organizational flow chart system, and hierarchy of management within an organization
		EK		JOB ACQUISITION AND ADVANCEMENT
		EK	1	Recognize the importance of maintaining a job and pursuing a career
EB024	Identify employment opportunities in retail	EK	2	Define jobs associated with a specific career path or profession
EB028	Explain possible advancement opportunities in the workplace			
EB029	Identify skills needed to enhance career advancement			
EB027	Describe techniques for obtaining work experience (e.g., volunteer activities, internships, co-op)	EK	3	Identify and seek various job opportunities (e.g., volunteerism, internships, co-op, part-time/full-time employment)
EB025	Utilize job-search strategies			
AD001	Complete a job application	EK	4	Prepare a resume, letter of application, and job application
AD003	Write a follow-up letter after job interviews			
AD004	Write a letter of application and/or cover letter			
AD005	Prepare employment portfolio including resume, letters of reference, and examples of work			
		EK	5	Prepare for a job interview (e.g., research company, highlight personal strengths, prepare questions, set-up a mock interview, dress appropriately)
AD002	Demonstrate interview skills	EK	6	Participate in a job interview
		EK	7	Explain the proper procedure for leaving a job
		EL		LIFELONG LEARNING
EB022	Identify sources of career information	EL	1	Acquire current and emerging industry-related information
EB026	Explain need for ongoing education as an employee	EL	2	Demonstrate commitment to learning as a life-long process and recognize learning opportunities

EB030	Utilize resources that contribute to professional development (e.g., trade journals/periodicals, professional trade organizations, classes/seminars, trade shows, mentors)	EL	3	Seek and capitalize on self-improvement opportunities
		EL	4	Discuss the importance of flexible career planning and career self-management
EB001	Identify desirable personality traits important to business	EL	5	Employ leadership skills to achieve workplace objectives (e.g., personal vision, adaptability, change, shared vision)
EB016	Adapt to change in the workplace			
		EL	6	Recognize the importance of job performance evaluation and coaching as it relates to career advancement
EB015	Use feedback (e.g., constructive criticism, evaluations) for personal growth	EL	7	Accept and provide constructive criticism
		EL	8	Describe the impact of the global economy on jobs and careers
		EM		JOB SPECIFIC TECHNOLOGIES
AB012	Use communications technologies (e.g., e-mail, faxes, voice mail, cell phones)	EM	1	Identify the value of new technologies and their impact on driving continuous change and the need for life-long learning
		EM	2	Research and identify emerging technologies for specific careers
		EM	3	Select appropriate technological resources to accomplish work
		EN		HEALTH AND SAFETY
OK001	Identify and report safety problems in the department/store	EN	1	Assume responsibility for safety of self and others
OK002	Follow safety and emergency procedures	EN	2	Follow safety guidelines in the workplace
OK003	Maintain accurate safety/accident records			
		EN	3	Manage personal health and wellness
		OCCUPATIONAL		
		OA		ECONOMIC PRINCIPLES AND CONCEPTS
AC001	Same Verbiage	OA	1	Distinguish between economic goods and services
AC002	Same Verbiage	OA	2	Explain the concepts of economic resources (e.g., land, labor, capital, entrepreneurship)
AC003	Same Verbiage	OA	3	Describe the concepts of economics and economic activities
AC004	Same Verbiage	OA	4	Determine forms of economic utility (e.g., time, place, possession) created by marketing activities
AC005	Same Verbiage	OA	5	Explain the principles of supply and demand
AC006	Same Verbiage	OA	6	Describe the concept of price
AC007	Same Verbiage	OA	7	Explain the types of economic systems (e.g., capitalism, socialism, communism)
AC008	Same Verbiage	OA	8	Determine the role of government (e.g., regulator, provider of services, competitor, and supporter) in business
AC009	Same Verbiage	OA	9	Explain the concept of private enterprise
AC010	Same Verbiage	OA	10	Identify factors (e.g., economics, human, nature) effecting a business's profit

AC011	Same Verbiage	OA	11	Determine factors affecting business risk
AC012	Same Verbiage	OA	12	Explain the concept of competition
OM001	Same Verbiage	OA	13	Research the competition (products, prices, services)
AC013	Same Verbiage	OA	14	Explain the concept of productivity
AC017	Same Verbiage	OA	15	Explain measures used to analyze economic conditions (e.g., gross domestic product, inflation, employment rate)
		OB		CUSTOMER SERVICE RELATIONS
OB003	Same Verbiage	OB	1	Honor manufacturers' warranties/guarantees
OB004	Same Verbiage	OB	2	Adhere to company return policy
OB006	Same Verbiage	OB	3	Balance responsive phone service with in-store service
OB009	Same Verbiage	OB	4	Identify the purpose of using personalized business cards
OB010	Same Verbiage	OB	5	Explain the purpose of special orders
		OC		SALES PROMOTION
OD003	Same Verbiage	OC	1	Identify the impact of advertising and promotions on sales
AB004	Understand the importance of persuading others			
OD005	Same Verbiage	OC	2	Handle customer returns; transform into new sales
OD006	Same Verbiage	OC	3	Initiate/create special promotions
OD007	Same Verbiage	OC	4	Convert phone calls into sales
OD008	Same Verbiage	OC	5	Encourage customer to open credit accounts and purchase gift certificates
OC002	Same Verbiage	OC	6	Acquire and apply product knowledge
OC005	Identify appropriate product to meet customer's needs and wants			
OE001	Assist customer in making purchase decision			
OC004	Same Verbiage	OC	7	Handle customer objections (e.g., boomerang, superior point, demonstration)
		OD		SALE CLOSURE
OE002	Same Verbiage	OD	1	Handle transactions and related paperwork
OE003	Same Verbiage	OD	2	Inform customer of return/exchange policy
OE004	Same Verbiage	OD	3	Open, maintain, and close cash register
OE005	Same Verbiage	OD	4	Package merchandise properly
OE006	Same Verbiage	OD	5	Assure that shipping/mailings/deliveries are handled properly
		OE		STOCK HANDLING AND INVENTORY CONTROL
OF001	Same Verbiage	OE	1	Check in merchandise against paperwork
OF002	Same Verbiage	OE	2	Assure accurate pricing on merchandise
OF003	Same Verbiage	OE	3	Review stock and re-stock as appropriate
OF004	Same Verbiage	OE	4	Locate merchandise through inventory system

OF005	Same Verbiage	OE	5	Participate in periodic inventory process (i.e., physical or perpetual)
		OF		INVENTORY MANAGEMENT
OG001	Same Verbiage	OF	1	Prepare returned merchandise for resale
OG002	Same Verbiage	OF	2	Return inventory to manufacturer/vendor
OG003	Same Verbiage	OF	3	Initiate and/or respond to requests for merchandise transfer
OG004	Same Verbiage	OF	4	Identify damaged items and handle appropriately
		OG		STOCK, SELLING, AND CUSTOMER SERVICE AREA
OH001	Same Verbiage	OG	1	Organize and maintain stock and supplies
OH002	Same Verbiage	OG	2	Organize stockroom and storage areas
OH003	Same Verbiage	OG	3	Clean selling and customer services areas
OH004	Same Verbiage	OG	4	Report need for repairs or replacement
OI001	Same Verbiage	OG	5	Organize and display merchandise effectively
Oi002	Same Verbiage	OG	6	Maintain displays following company display guidelines
OI003	Same Verbiage	OG	7	Apply proper techniques when dismantling displays
		OH		LOSS PREVENTION
OJ001	Same Verbiage	OH	1	Alert customer to your presence/availability
OJ002	Same Verbiage	OH	2	Attach and remove security devices
OJ003	Same Verbiage	OH	3	Account for items after customer use of dressing rooms
OJ004	Same Verbiage	OH	4	Report stock shrinkages
OJ005	Same Verbiage	OH	5	Report security violations (e.g., shoplifting, pilferage, fraud)
OJ007	Same Verbiage	OH	6	Alert sales associates to suspicious customers